

TRUCKSTOPS of AMERICA
OFFICE CORRESPONDENCE

(ATTACHMENT #6)

June 20, 1988

General Managers
Restaurant Managers
Store Managers

CONVENIENCE PRODUCTS
SNACKS, CANDY, CIGARETTES

As a result of the convenience product surveys that each of you conducted, we have issued new retail prices and have expanded the product line available from the Nashville D.C.

PRODUCT LINE

Attached is the latest products and retail price listing for counter/snack items available from the D.C. Thirty-six new items have been added including Plenty Pack gum and the Nabisco "snack a long" product line. These items will sell well and bring profit margins between 40 and 53%.

RETAIL PRICING

Retail pricing on snack/counter items has now been standardized for all locations. The snack/counter items available from Nashville are to be priced ONLY according to the prices published in the D.C. catalog and on your invoices. Attached are the retail pricing guidelines to be followed by all locations when pricing counter and snack items. These prices were determined from all of your "competitive" truckstop retail price surveys. Cigarette prices will be established on a location-by-location basis after a competitive survey is submitted to Ray Ganem.

By implementing the new retails on snack/counter items, we will improve our profit margin while providing consistency to our customers through the system.

The attached products are now available from the D.C. and the new retail pricing policy should be implemented immediately. Please call if you have any questions.



R. J. Ganem



M. J. Todor



RJG/MJT/AAB/ct

cc: K. S. Hedman
J. F. Murray
G. P. Ryan
B. W. West
L. J. Conway
D. R. Kopf
R. Humphrey
M. A. Page
I. W. Wagner
P. H. Fanelli

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TRUCKSTOP PRODUCT PRICING GUIDELINES

<u>PRODUCT DESCRIPTION</u>	<u>MINIMUM GROSS MARGIN</u>	<u>RETAIL (\$ or X)</u>
Cigarettes	(Prices will be set for each unit after price survey is completed.)	
Generic Cigarettes		
Other Cigarettes		
Bag/Box Candy		35/40X
Large Candy Bars	40X	\$.79
Candy Bars	44X	\$.50
Changemakers	60X	\$.05 - .10
Novelty Candy	40X	\$.10 - .59
Cough Drops - Sticks	37X	\$.50
Cough Drops - Bags	37X	\$1.29
Gum - 5/7 Stick	50X	\$.45
Gum - Value Pack	52X	\$.79
Bubble Gum	50X	\$.45
Mints	40X	\$.45
Misc./Automotive		40X
Cigars		25X
Snuff/Tobacco		25X
Snacks		40X/\$.45
Grocery (can/dry goods)		32X
Dairy, Deli/Meat, Cheeses		32X

** \$.50 where candy is not taxed.
\$.45 where candy is taxed.

PAGE 1

TIN ROHIL

16:13:33 13 JUN 1988

INV.....	SUB DESCRIPTION.....	WFO PARTNO.....	SUB DATE EST	MD PRICE	RTL PR	MARGIN
LN			LN			
02300000	401 TIC TAC TREE ASST/FLAVORS	00084 24/1	401 03-27-86	23.734	0.490	42.4
02300010	401 FRESH MINT REGULAR REFILLS	00001 (24/1)	401 03-27-86	6.554	0.450	39.3
02300020	401 CINNAMON REGULAR REFILLS 24/1	00002	401 03-27-86	6.554	0.450	39.3
02300030	401 ORANGE REGULAR REFILLS 24/1	00003	401 03-27-86	6.554	0.450	39.3
02300040	401 SPEARMINT REGULAR REFILLS 24/1	00004	401 03-27-86	6.554	0.450	39.3
02300070	401 WINTERGREEN REGULAR REFILLS 24	00007	401 03-27-86	6.554	0.450	39.3
24100146	401 PEPPERMINT/BREATHSAVR 24/1	170	401 01-01-88	6.280	0.590	53.7
24100154	401 WINTERORN/BREATHSAVR 15/1	172	401 01-01-88	6.280	0.690	39.4
24100162	401 SPEARMINT BREATHSAVR 24/1	171	401 01-01-88	6.280	0.550	52.5
76300275	401 CLORETS GUM 12/1	42036/45910	401 01-01-88	3.960	0.550	40.0
76300283	401 CERTS PEPPERMINT 24/1	71180	401 01-01-88	6.480	0.450	40.0
76300291	401 CERTS SPEARMINT 24/1	71250	401 01-01-88	6.480	0.450	40.0
76300309	401 CERTS FRUIT 24/1	71808	401 01-01-88	6.480	0.450	40.0
76300313	401 CERTS WINTERGREEN 24/1	71850	401 01-01-88	6.480	0.450	40.0
76300321	401 CERTS FIVE FLAVOR 24/1	71360	401 01-01-88	6.480	0.450	40.0
76300364	401 CLORETS MINTS 12/1	64036	401 01-01-88	3.960	0.550	40.0
76300429	401 CERTS WILD CHERRY 24/1	71740	401 01-01-88	6.480	0.450	40.0
76300437	401 CERTS BUTTERMINT 24/1	71730	401 01-01-88	6.480	0.450	40.0
76300500	401 CERTS-MINI-MINT SPEARMINT 12/1	71812	401 02-19-88	2.890	0.390	38.4
76300510	401 CERTS-MINI-MINT PEPPERMINT 12/1	71814	401 02-19-88	2.890	0.390	38.4
76300520	401 CERTS MINI-MINT CHERRY 12/1	71816	401 02-19-88	2.890	0.390	38.4

24100061	402 CAREFREE PEPPERMINT 30/24/1	811	402 01-01-88	4.850	0.450	53.1
24100070	402 CAREFREE SPEARMINT 30/24/1	812	402 01-01-88	4.850	0.450	53.1
24100088	402 CAREFREE CINNAMON 24/1	814	402 01-01-88	4.850	0.450	53.1
24100096	402 CAREFREE BUBBLE GUM 24/1	806	402 01-01-88	4.850	0.450	53.1

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PAGE 2

7/11 2200L

16:13:56 13 JUN 1988

LN	SUB DESCRIPTION	INFO PARTNO	SUB DATE EST	WD PRICE	RTL PR	MARGIN
24100100	402 BUBBLE YUM RED 18/24/1	940 402 01-01-68	5.040	0.450	53.3	
24100142	402 BUBBLE YUM GRAPE 18/24/1	80930-1 402 01-01-68	5.040	0.450	53.3	
24100195	402 OREO COOKIES 1.5 OZ 12/1	629 402	3.000	0.490	48.9	
24100200	402 CHIPS ANDY 1.8 OZ 12/1	00427 402	3.000	0.490	48.9	
24100210	402 LIFESAVER-SUNSHINE FRUIT 20/1	288 402	5.400	0.450	40.0	
24100220	402 LIFESAVER-SPEARMINT 20/1	138 402	5.400	0.450	40.0	
24100230	402 LIFESAVER-BUTTERFLY 20/1	0276 402	5.400	0.450	40.0	
24100240	402 LIFESAVER-WILD CHERRY	0273 402	5.400	0.450	40.0	
24100250	402 BUBBLE YUM-SUGARLESS REGULAR	980 402	5.040	0.450	53.3	
24100260	402 BUBBLE YUM FRUIT 18/24/1	946 402	5.040	0.450	53.3	
24100270	402 CAREFREE BIG PACK-BUBBLE GUM	384 402	5.606	0.790	40.8	
24100280	402 OREO BIG STUFF 1.7 OZ COOKIE	00573 402	3.000	0.490	74.4	
24100290	402 COOKIE BREAK COOKIES 1.6 OZ 12	00574 402	3.000	0.490	48.9	
24100300	402 PECAN SHORTBREAD COOKIE 1.5 OZ	00426 402	3.000	0.490	48.9	
24100310	402 F10 NEWTON COOKIES 2.0 OZ 12	00489 402	3.000	0.490	48.9	
24100320	402 NUTTER BUTTER PEANUT COOKIE 1.7	02321 402	3.000	0.490	48.9	
24100330	402 LORNA DOONE SHORTBREAD 1.5 12/	02323 402	3.000	0.490	512.2 48.9	
24100340	402 NILLA WAFERS 1.25 OZ 12/1	02324 402	3.000	0.490	48.9	
24100350	402 ALMOST HOME NUT BROWNIE 2.3 OZ	02325 402	3.000	0.490	48.9	
24100360	402 CHEESE SQUARE 1.5 OZ CRACKERS	07532 402	5.460	0.490	53.6	
24100370	402 ROUND TOAST 1.5 OZ CRACKER 24	07533 402	5.460	0.490	53.6	
24200019	402 WRIOLEY'S SPEARMINT(5) 36/20/1	21471 402 01-01-68	2.500	0.350	64.2	
24200023	402 DOUBLEMINT (5) 36/20/1	21472 402 01-01-68	2.500	0.350	64.2	
24200031	402 JUICY FRUIT(5) 36/20/1	21473 402 01-01-68	2.500	0.350	64.2	
24200040	402 BIG RED(5) 36/20/1	21474 402 01-01-68	2.500	0.350	64.2	
24200058	402 FREEDENT SPEARMINT(5) 36/20/1	21830 402 01-01-68	3.930	0.450	56.4	
24200066	402 FREEDENT PEPPERMINT(5) 36/20/1	21836 402 01-01-68	3.930	0.450	56.4	

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INV.....	BU LN	DESCRIPTION.....	INFO PARTNO.....	SUB DATE LN	WD PRICE	RTL PR MARGIN
76300232	402	TRIDENT SPEAR SUGARLESS 24/1	61303	402 01-01-68	4.850	0.450 55.1
76300240	402	TRIDENT FRUIT SUGARLESS 24/1	61422	402 01-01-68	4.850	0.450 55.1
76300259	402	TRIDENT CINNA SUGARLESS 24/1	61281	402 01-01-68	4.850	0.450 55.1
76300267	402	TRIDENT BUBBLE SUGARLESS 24/1	61547	402 01-01-68	4.850	0.450 55.1
76300300	402	CERTS-CINNAMON 24'S	71272	402 01-01-68	5.400	0.450 40.0
76300600	402	CHEWELS-SUGARLESS-CINNAMON 24'	36060	402 01-01-68	5.040	0.450 53.3
76300610	402	CHEWELS-BUBBLE GUM FRUIT 24'S	36080	402 01-01-68	5.040	0.450 53.3
76300620	402	CHICLETS GUM-FRUIT FLAVOR 20'S	10628	402 01-01-68	4.000	0.450 55.5
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00100003	403	GIANT SUPER SLIM 48/1	11550/55904833	403 06-24-84	6.342	0.590 77.6
00100013	403	SLIM RED HOT 24/1	11520	403 01-01-68	5.250	0.490 55.3
00100021	403	SLIM JIM BEEF JERKY 24/1	11840	403 01-01-68	4.225	0.450 60.8
00100030	403	SUPER JERK 24/1	18550	403 01-01-68	6.342	0.590 55.2
00100048	403	PENROSE FIRECRACKER 12/1	32080/30010	403 01-01-68	3.058	0.450 81.3
00100056	403	SLIM JIM BEEF STICK 24/1	11850	403 01-01-68	6.383	0.590 55.0
00100064	403	SUMMER SAUSAGE 12/1	11110	403 01-01-68	3.050	1.090 76.6
00100072	403	SLIM JIM SPICY IN BOXES 24/1	11090	403 01-01-68	3.312	0.490 71.8
08400010	403	MAXWELLHOUSE CREAMER 100PK 10/	88731	403 04-29-87	21.480	3.590 40.1
08400020	403	MAXWELLHOUSE COFFEE 24/1	79490	403 04-29-87	63.840	4.490 40.7
23601000	403	CANE SUGAR 2000PK/20BX-100PK		403 08-03-87	16.600	1.690 50.8
36300010	403	NABISCO - PISTACHIOS RED 12/1	7814	403 01-01-68	8.090	1.290 47.7
36300028	403	SPANISH PEANUTS SALTED 12/1	7821	403 01-01-68	4.950	0.890 53.7
36300036	403	NABISCO - SUNFLOWER SEEDS 12/1	7815	12/1 403 01-01-68	1.910	0.450 64.6
36300044	403	PEANUTS VA SALTED 12/1	7822	403 01-01-68	4.950	0.890 53.7
36300052	403	WHOLE CASHEWS	7813	12/1 403 01-01-68	9.220	1.590 51.6
36300060	403	SUNFLOWER KERNELS	7816	12/1 403 01-01-68	4.470	0.890 58.2

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JNV..... SUB DESCRIPTION..... INFO. PARTNO..... SUB DATE EST RD PRICE
LN LN

36300079	403 MIXED NUTS	12/1	7832	403 01-01-68	9.280	1.290	40.0
36300087	403 PEANUTS	12/1	7837	403 01-01-68	9.100	0.690	52.2
36300141	403 5 OZ CHEESE BALL	19/1	7029	403 01-01-68	10.190	1.390	51.1
36300190	403 6 1/2 OZ CHEESE CURLS	18/1	7030	18/1 403 01-01-68	10.190	1.390	51.1
36300168	403 6 1/2 OZ CORN CHIPS	19/1	7031	403 01-01-68	10.190	1.390	51.1
36300176	403 7 OZ PRETZEL	19/1	7033	403 01-01-68	11.000	1.390	47.2
36300184	403 6.5 OZ MIXED NUTS	12/1	7367	403 01-01-68	19.330	2.690	40.1
36300214	403 6.5 OZ CASHEWS	12/1	7442/7441	403 01-01-68	39.670	4.790	40.1
36300222	403 CASHEWS	11.9 OZ 12/1	7431	403 01-01-68	37.800	5.790	47.4
36300297	403 6.9 OZ COCKTAIL NUT	18/1	7220	403 01-01-68	12.630	1.790	41.2
36300281	403 PEANUTS DRY ROASTED 8 OZ	12/1	7326	403 01-01-68	14.680	2.290	46.5
36300300	403 HONEY ROASTED ALMONDS	12/1 90	7643	403 07-24-66	10.030	1.490	43.8
36300310	403 HONEY ROASTED PEANUTS	12 OZ CM	7280	403 07-24-66	18.040	2.890	45.6
36300320	403 HONEY ROASTED PEANUTS	12/1 90	7834	403 07-24-66	5.100	0.790	46.2
36300330	403 HONEY ROASTED CASHEWS	12/1 90	7836	403 07-24-66	9.220	1.390	44.7
24100010	404 LIFESAVER PEP-O-MINT	20/1	135	404 01-01-68	9.400	0.450	40.0
24100029	404 LIFESAVER MINT-O-GREEN	20/1	136	404 01-01-68	9.400	0.450	40.0
24100037	404 LIFESAVER FIVE FLAVOR	20/1	275	404 01-01-68	9.400	0.450	40.0
24100045	404 LIFESAVER TROP/FRUIT	20/1	238/237	404 01-01-68	9.400	0.450	40.0

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123 (Item(s) listed)

NEW

177M

1228


SEND THIS FORM BY NOVEMBER 2 TO:TRUCKSTOPS OF AMERICA
4800 EAST 49TH STREET
CLEVELAND, OHIO 44125
ATTN: RAY GANEM1-2 tier freestanding gum
1-2 tier freestanding cigaretteRJR SALES COMPANY COMBINED
DISPLAY ORDER FORMTOA # 0670 Columbia NJ
STREET JUNCTION Rtes 94 & I-80
CITY Columbia
STATE New Jersey

PLEASE HAVE RJR SALES REP SET UP DISPLAY IN THE FOLLOWING LOCATIONS:

RESTAURANT AREA	<u>CASH REGISTER</u>	PC MGR INITIALS	<u>DR</u>
STORE	_____	PC MGR INITIALS	_____
DELI	_____	PC MGR INITIALS	_____
FUEL AREA	_____	PC MGR INITIALS	_____
C-STORE/CAR STATION AREA	_____	PC MGR INITIALS	_____

PAYMENTS WILL BE CREDITED ON A QUARTERLY BASIS.

APPROVED



 GENERAL MANAGER
PLEASE CONTACT RAY GANEM (216) 271-8824 IF YOU CANNOT UTILIZE THE RJR COUNTER RACK.

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1636

SEND THIS FORM BY NOVEMBER 2 TO:

TRUCKSTOPS OF AMERICA
4800 EAST 49TH STREET
CLEVELAND, OHIO 44125
ATTN: RAY CANEM

RJR SALES COMPANY COMBINED
DISPLAY ORDER FORM

TOA # 168
STREET I80 + Rt 64 PO Box 278
CITY Lamar Pa
STATE Penna 16848

PLEASE HAVE RJR SALES REP SET UP DISPLAY IN THE FOLLOWING LOCATIONS:

RESTAURANT AREA	<u>one</u>	PC MGR INITIALS	<u>L.F.</u>
STORE	<u>None</u>	PC MGR INITIALS	<u> </u>
DELI	<u>N/A</u>	PC MGR INITIALS	<u> </u>
FUEL AREA	<u>None</u>	PC MGR INITIALS	<u> </u>
C-STORE/CAR STATION AREA	<u>N/A</u>	PC MGR INITIALS	<u> </u>

PAYMENTS WILL BE CREDITED ON A QUARTERLY BASIS.

APPROVED


GENERAL MANAGER

PLEASE CONTACT RAY CANEM (216) 271-8824 IF YOU CANNOT UTILIZE THE RJR COUNTER
RACK.

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